



REPLY TO
ATTENTION OF

DEPARTMENT OF THE ARMY
UNITED STATES ARMY GARRISON HESSEN
UNIT 20193, BOX 0001
APO AE 09165-0001

IMEU-HAN-PWO

APR 10 2006

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: USAG Hessen Exterior Sign Standard Operating Procedure (SOP)

1. REFERENCES.

- a. AR 420-70, Facilities Engineering – Buildings and Structures, 10 Oct 1997.
- b. AR 190-5, Motor Vehicle Traffic Supervision, 25 Jan 2006.
- c. AR 25-52, Authorized Abbreviations, Brevity Codes, and Acronyms, 04 Jan 2005.
- d. AR 840-1, Department of the Army Seal, and Department of the Army Emblem and Branch of Service Plaques, 02 Apr 92.
- e. Federal Standard (Fed. Std.) No. 595a & Change Notices, Colors.
- f. European Rules Concerning Road Traffic, Signs and Signals, European Conference of Ministers of Transport, Feb 74.
- g. Department of the Army, Installation Design Standards (IDS), 03 May 04.
- h. UFC 3-120-01, AF Sign Standard, 06 Feb 03.
- i. TM 5-807-10, Signage, 1 Dec 83.

2. PURPOSE. The purpose of this SOP is to:

- a. Prescribe criteria and furnish guidelines for a uniform signage system applicable to all USAG Hessen Communities.
- b. Keep signage throughout USAG Hessen to a minimum.

3. APPLICABILITY. This SOP applies to all assigned and tenant units/activities within the USAG Hessen footprint, including the civilian workforce, contractors, vendors, AAFES, DECA, DODDS, Medical Command, and NAF operated activities.

4. BACKGROUND.

a. As part of the Army transition from the legacy force to the objective force, Army Installations are also transforming to meet the challenges of the 21st century. Installations must provide efficient, harmonious, and visually compatible physical environments conducive to attracting and retaining skilled and motivated personnel.

b. A standardized, consistent, attractive, and efficient sign system throughout USAG Hessen needs to be established in order to provide an aesthetic appealing and professional view of all USAG Hessen installations. The standardization is also a major objective of the Army Communities of Excellence (ACOE) Program.

c. Traffic control sign format, displays, and traffic markings will conform to Host Nation standards.

d. Redundant or excessive signs will be removed. The remaining necessary signs will be professionally stenciled and properly placed in order to improve the overall image and safety of the USAG Hessen installations.

5. RESPONSIBILITIES.

a. Garrison Commanders are the approving authorities for all sign requests under the provisions of this SOP.

b. Directors of Public Work (DPW) provide recommendations to the Commander and are responsible for the selection, fabrication, installation, maintenance, repair, and replacement of all categories of exterior signs designated in this SOP.

c. Garrison DPW and PMO operations are responsible for validating and recommending approval or disapproval of all signs pertaining to traffic control and parking. This will be coordinated with the respective Host Nation authorities. Physical security sign requests will be validated by the PMO and the Garrison DPTMS.

d. Unit/activity commanders/directors are responsible for identifying the necessity for type of signs within their area of responsibility by submitting a Facilities Engineering Work Request (DA Form 4283) to the DPW, ATTN: Work Reception and Scheduling Office. The work requests must clearly state the sign type with correct wording and spelling.

6. PRESCRIBED STANDARDS FOR EXTERIOR SIGNS.

a. Standard Materials.

(1) Reflective or vinyl sheeting and reflective graphics and letters on reflective sheeting, 3M brand or equivalent, will be applied using a commercial sign making machine. Steel, polycarbonate, or aluminum sign panels may be used when approved by the DPW.

(2) All signs will be mounted on durable, low maintenance, metallic posts, such as anodized brown aluminum extruded pipe and galvanized steel pipes (standard road hardware).

All mounting devices will be consistent within one installation. Mounting devices must allow signs to be removed and updated as needed.

(3) Illumination. All signs may be illuminated with non-glare light sources that are not visible in daylight hours such as indirect or below grade weatherproof lights. Light will be restricted to the sign panel only and will be evenly distributed.

b. Standard Colors. All colors used on signs will be taken from the Federal Standard 595a as well as the Pantone Matching System for ink. Reflective sheeting materials must match the standard colors.

(1) Military and Community Signs - Standard brown with standard white letters.

(2) Guide / Information Signs - Standard green with white letters.

(3) Mandatory / Prohibitory Signs - Standard colors developed for the Federal Highway Administration will be used, standard red and standard black.

(4) Military emblems - IAW the Institute of Heraldry, U.S. Army, HQDA (DAAG-HDZ-A).

(5) Traffic symbols - All traffic signs will conform to the European Rules Concerning Road Traffic, Signs and Signals, by the European Conference of Ministers of Transport, Feb. 1974.

c. Graphic Guidelines.

(1) Typefaces.

(a) Helvetica medium is the primary system typeface and will be used for major information on all signs.

(b) Helvetica regular will be used for secondary information on signs and for translations in German language using Roman characters. Helvetica regular will never be used in a situation requiring arrows.

(2) Letter Spacing. Applications of letters will be proportionately spaced to maintain visually equal spacing and alignment. Mechanically equal spacing will not be used. Letter spacing standard will be used for both Helvetica medium and Helvetica regular typefaces. Each unit is equivalent to 1/50 of the capital letter height.

(3) Sign Layout.

(a) Single ideas or names will appear on the same line.

(b) Names will be spelled out in full whenever possible, unless otherwise specified in the authorized unit name. If abbreviations are required, they must be IAW AR 25-52.

(c) Numbers will be used for the titles of military units except corps, which are designated by Roman numerals, and armies.

(d) Line breaks will be balanced.

(4) Military Emblems.

(a) The Department of the Army Plaque will be displayed on base identification signs. The design of the plaque will be IAW AR 840-1 and must appear in full color.

(b) Unit emblems. Military units may use their branch insignia, shoulder sleeve insignia, coats of arms, or distinctive unit insignia on their headquarters signs. In addition, insignias, coats of arms, and unit mottos may be used on motivational signs to symbolize the honor and prestige of a military unit. Military emblems must appear in full color.

d. Size and placement guidelines are not addressed in this SOP.

e. Portable display signs and electronic display boards are not addressed in this SOP.

f. The Garrison main entrance sign face will show the following only: "United States Army", the installation name, gate name or number, and the U.S. Army logo in full color.

g. Building signs will show the unit name and the authorized insignia (unit crest). Street address will be shown in the lower portion of the sign. When street address is not available use the building number until a street address has been established per the IDS. IMA-EURO units shall include the IMA insignia, and non IMA-EURO units shall include their designated unit insignia.

h. Installation and maintenance of permanent identification and directional signs and markings for functional and statutory requirements are DPW responsibilities.

i. Directional signs will be alphabetized with no more than six panels mounted on a single base with a maximum of one message line per panel.

j. Signs located off the installations, or adjacent to public highways, will be consistent with Host Nation standards.

k. Reserved parking spaces will be minimized. Requests for reserved parking will be identified on the master traffic control plan and will be approved by the Garrison Commander on

DA Form 4283. The DPW will install the signs as described in Section 5.c. No names will appear on these signs.

l. Tenants with special sign requirements, including DECA, DODDS, AAFES, and AAFES Concessionaires, must obtain proprietary approval from the DPW prior to installing any signs. DA Form 4283 will be submitted to the DPW as detailed in paragraph 5.e.

m. Security signs will be IAW the appropriate regulations, and work requests will be submitted as detailed in paragraph 5.e.

n. Standard signs, which locate utility appurtenances, such as water and gas shut-off valves, may be fixed to building exteriors for maintenance and emergency purposes.

o. Standard signs (larger quantities of the same sign) will be acquired through established procurement channels. Frames will be standardized to match standard sign size, and acquired through established procurement channels. All other exterior signs, frames, and supports will be fabricated and installed by the DPW.

p. On headquarters and unit identification signs, space will be provided for application of a unit crest on adhesive foil. Exterior signs will use 8-inch unit crest, which will be made through the DPW. Small crest requirements will be provided by the units. Unit crests are only provided on the Brigade and Battalion Headquarters signs.

7. AUTHORIZED INDIVIDUAL NAME PLATE SIGNS.

a. Battalion Commanders, Battalion Command Sergeant Majors, and above are each authorized one name plate sign on their headquarters sign only. No other unit/activity signs are authorized.

b. Area/Village Coordinators are authorized one name plate sign. No other Family Housing or UPH external facilities signs are authorized.

8. RESTRICTIONS.

a. Units and other activities are prohibited from installing any exterior signs on DPW real property. Units will not make any unauthorized additions to their unit signs.

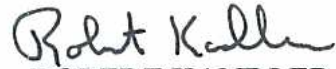
b. No signs except building numbers and utility signs as described in paragraph 6.j. will be attached to the exterior surface of a building.

c. Any and all painting or marking of building exteriors by tenant units, to include doors and window frames, is prohibited unless requested on DA Form 4283 and approved by the DPW.

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SUBJECT: USAG Hessen Exterior Sign SOP

9. Proponent for this SOP is USAG Hessen Directorate of Public Works, Operations and Maintenance Division, DSN 322-8440/8770.

A handwritten signature in black ink, appearing to read "Robert Kandler".

ROBERT KANDLER

Deputy to the Commander

DISTRIBUTION:

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